

# Project Impact

A newsletter for Region VI Project Impact Communities, Partners, and Team Members



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*FEMA proudly welcomes Ron Castleman as the New Regional Director of Region VI. Ron brings to FEMA a broad-based background in senior management experience that includes six years as Senior Vice President of Human Resources and Administration for Amresco Inc., a diversified financial services company. He also was Director of Personnel Management for Coopers & Lybrand from 1985-1990. His remarks follow:*

The "idea" of predisaster mitigation has been around a long

## New Regional Partners Honored at Ceremony

Regional Project Impact Partners were honored at a luncheon and signing ceremony held at the Environmental Science Building on the University of North Texas campus in Denton on Wednesday, May 30.

Partners honored were Aegis Innovative Solutions, American Filter Film, Bank of America, Elder Valve, Enpro Distributing, Environmental Advantage, Habitat for Humanity—Middle States, Halff Associates, High Sierra Electronics, Paramount Preparedness, Simpson Strong-Tie Company, Texas Tech University Wind Engineering Research Center, and the University of North Texas Emergency Administration and Planning Program.

Each partner signed a Memorandum of Agreement committing their efforts to assist at least five Region VI communities by:

- Providing donations of goods and services as appropriate
- Highlighting involvement in Project Impact activities
- Working toward internal disaster resistance
- Mentoring other businesses toward disaster resistance
- Reporting successes to the FEMA Regional Office



Dr. David McEntire accepts an award from RVI Deputy Director, Gary Jones. Dr. McEntire represented the University of North Texas Emergency Administration and Planning Program. The Program is part of the School of Public Administration that hosted the event.

- Providing a point-of-contact for communities and the FEMA Regional Office.

Each partner presented an overview of company services and products, reasons for interest in Project Impact, and a description of their commitment to Region VI communities.

In summary, our new Regional Partners have said, "Yes!" to protecting their businesses, "Yes!" to protecting their employees and customers, and "Yes!" to protecting their own and Region VI Project Impact communities.

time. We've called it other things: "A stitch in time saves nine," "An ounce of prevention is worth a pound of cure," and the Boy Scout motto, "Be Prepared" all reflect the principle of predisaster mitigation. The "term" predisaster mitigation, though fairly new, is now being accepted throughout emergency management circles as the way to approach hazards and the destruction they cause.

At FEMA, we know predisaster mitigation saves lives and property. Implementing predisaster mitigation programs that encourage

the building of disaster resistant communities will continue under Director Allbaugh. In Region VI, we will support Director Allbaugh's goal of an "all-encompassing" disaster mitigation program that will serve all 250,000 communities in the nation.

To assist us in this effort, we are proud to announce 12 Regional Partners of the highest quality who have pledged to assist Region VI communities on their journey toward disaster resistance. We welcome and sincerely thank you as we collaborate on this worthy mission.

## Meet the New Regional Partners!



**Tom Ogden**  
Sales Manager  
High Sierra Electronics

**By becoming a Project Impact Partner, you have the power to prevent the negative effects that all too often follow disasters.**



**Thomas Roeseler**  
Vice-President, Business  
Continuity Management  
Bank of America

### ***HIGH SIERRA ELECTRONICS***

A leader in the field of flood warning, High Sierra Electronics designs, manufactures and provides turn-key system integration for hydrological and meteorological data telemetry systems throughout the United States. These systems are appropriate for any application where real-time local area weather data is needed.

A particular focus at High Sierra has been on ALERT Flood Warning Systems with the incorporation of low-water crossing warnings in order to warn drivers of flooded road conditions.

High Sierra Electronics has worked extensively with the Harris County, TX Office of Emergency Management providing equipment and services related to the Harris County ALERT system. In 2000, High Sierra provided and installed an expansion of the system to include meteorological stations, road ice sensors and flooded roadway warning sites. ALERT Systems have also been implemented in Austin, Tulsa, and Lawton as well as Project Impact communities in other Regions.

To further support Harris County, other Texas customers, and Region VI, High Sierra will open an office in the Houston area during the second half of 2001.

Contact: Tom Ogden, Sales Manager; (800)275-2080; fax: (530)273-2089; email: tomogden@highsierraelectronics.com; website: www.highsierraelectronics.com

### ***BANK OF AMERICA***

Did you know...?

Bank of America employs approximately 143,000 people who provide services to customers in 48 states, the District of Columbia and 38 countries around the world. Their banking call centers han-

dle about 42 million calls per month. More than 3.2 million American families have their mortgages through Bank of America. BOA has the largest ATM network in the nation with about 13,000 ATMs that handle 3 million transactions per day. Bank of America's total assets at year-end 2000 were \$642 billion.

Did you know...?

The Bank of America Foundation contributed \$84.7 million to provide educational opportunities, building inclusive communities and promoting cultural outreach in 2000. BOA was named one of America's top companies for women's businesses by the Women's Business Enterprise National Council. BOA was named one of the nation's Top 10 companies for corporate diversity and opportunity by *Minority MBA* magazine. The Volunteer Time for Schools program gives full-time associates up to two paid hours per week to volunteer at public or private schools. BOA was the first Fortune 500 company to endorse the CERES Principles, a corporate code of conduct for environmental responsibility. BOA is ranked No. 1 in Customer Service among online banks by *Smart Money* magazine. For seven years in a row, *Working Mother* magazine has named Bank of America one of its "10 Best Companies for Working Mothers."

Contact Tom Roeseler, Vice President, Corporate Security, Business Continuity Management; (314) 466-6662; fax: (314)466-4731; email: thomas.roeseler@bankofamerica.com; website: www.bankofamerica.com

### ***ELDER VALVE***

Elder Valve has been manufacturing quality products for the wastewater industry for over fifteen years.

Elder Valve manufactures a sewer line backstopper valve that disconnects the sewer service line between a home and the street mainline during

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hurricanes, storm surge, and sewer main line failures.

When flooding occurs, wastewater treatment facilities commonly flood due to their low elevation. When the treatment plant gets flooded, they stop taking additional solids from sewer mains. Pressure then builds up in the sewer mains under the streets. This, in turn, builds up pressure in residential plumbing systems. We'll leave the consequences to your imagination!

The Elder Valve is about \$60.00, with an additional charge of \$150.00 for installation at a 5 ft. depth.

Join over 400 cities, towns, and counties nation-wide that have mandated the Elder Valve on all new construction projects. Every new home needs this simple, inexpensive device!

Contact: Paul Elder, Owner; (970)878-3636; fax: (970) 878-4545; email: evi@rmi.net; website: [www.eldervalve.com](http://www.eldervalve.com) or [www.disasterresistant.com](http://www.disasterresistant.com)

## UNIVERSITY OF NORTH TEXAS EMERGENCY ADMINISTRATION AND PLANNING PROGRAM

Established in 1983, the Emergency Administration and Planning Program (EADP) offers the nation's first bachelor's of science degree in emergency management. The EADP program has drawn students both nationally and internationally.

Students enrolled in the major take a variety of courses including hazard mitigation, emergency preparedness, disaster response, disaster recovery, leadership and organizational behavior, floodplain management, and others. Courses outside the major include public administration, geography and other areas germane to emergency management.

Since its founding, more than 500 students have earned the degree in EADP and have obtained employment with FEMA, EPA, Red Cross, State of Texas and Tennessee Division of Emergency Management, Texas Instruments, Perot

Systems, etc. Internationally, graduate work is being done as disaster planners in Qatar, floodplain managers in Bangladesh, and Red Cross representatives in Kenya.

The EADP program hopes to provide interns for Project Impact cities. Students are required to serve an internship as part of their degree requirements and may perform a variety of tasks including hazard and vulnerability analyses, grant acquisition, disaster resistance planning, and sustainable development. Project Impact communities seeking interns may contact the program coordinator.

Contact: David A. McEntire, Ph.D., Program Coordinator, Assistant Professor, Emergency Administration and Planning, University of North Texas; (940) 565-3292; fax: (940) 565-4466; email: [eadp@unt.edu](mailto:eadp@unt.edu); website: [www.scs.unt.edu/depts/eadp/info.html](http://www.scs.unt.edu/depts/eadp/info.html)

## ENVIRONMENTAL ADVANTAGE

Environmental Advantage, LLC provides a broad range of environmental permitting and compliance services to industrial, commercial, municipal, state and federal agency clients. Our areas of expertise include air, water and wastewater, solid and hazardous waste, NEPA, environmental justice, wetlands permitting, marsh brownfields, remediation and risk management planning. In association with corporate partner, Aegis Innovative Solutions, LLC, we also perform disaster mitigation planning and implementation projects.

Environmental Advantage has worked extensively with the Project Impact communities of Pascagoula, MS, Arlington, TX, Mandeville, LA, Ouachita Parish, LA, and Calcasieu Parish, LA. Work tasks have included developing Scopes of Work, conducting Workshops and Signing Ceremonies, conducting Hazard Analyses, act as Community Coordinators, solicit Partners, conduct Flood Insurance/Elevation Certificate Training, Inventory the Floodplain, prepare Emergency Action Plans, conduct community Outreach Events, and more.

Contact: Monica Martin, Project Director; (225) 766-2936; fax: (225) 766-2763; email: [mmartin@environmental-advantage.com](mailto:mmartin@environmental-advantage.com)

*"It is in a business' best  
interest to look for ways they  
can be stronger, hardier,  
more resistant and more  
resilient to the known  
consequences of disasters."  
Speech, Kent Baxter*



**Jeffrey S. Heaton**  
Managing Director  
Environmental Advantage

**VISIT FEMA'S WEB  
SITE**

**[WWW.FEMA.GOV](http://WWW.FEMA.GOV)**

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## **AMERICAN FILTER FILM**

American Filter Film is the exclusive distributor for CPF Films, Inc. in North Texas, Oklahoma, Arkansas, and Kansas. CPF Films, Inc. is the world's largest manufacturer of window films and began manufacturing them in the 1700s. Founded in 1985 as an independent window film distributor, American is a charter member of the International Window Film Association.

American Filter Film offers a complete line of CPF Films, Inc. window films: Llumar automotive and residential lines, Centaur, Platinum Plus, Jet, and others.

American Filter Film also offers a complete line of installation tools for the professional installer.

Contact: Gina Eason, Administrative Manager; (817) 267-2255 ext. 142; fax: (817) 354-6882; email: gina@affd.net; website: www.americanfilterfilm.com

## **SIMPSON STRONG-TIE COMPANY**

Simpson Strong-Tie is one of the leaders in the structural connectors industry with nearly \$300 million in sales for 1999. Simpson has five U. S. and three international manufacturing locations and employs 1,500 people world-wide. Simpson is also proud to be listed among Forbes' 200 Fastest Growing Companies for the past five years.

Connectors are steel devices used to strengthen, support and connect joints in wood frame and masonry constructed homes. Simpson manufactures hurricane ties, joist hangers, straps, foundation anchors, holddowns, and framing anchors.

Homebuilders who display the Simpson Well-Connected House symbol use Strong-Tie connectors, thus ensuring that new construction is built to be strong and safe.



**Larry Wassell  
Program Manager  
American Filter Film**



**Randy Shackelford  
Research Engineer  
Simpson Strong-Tie**



**Kent LeMonte  
Vice-President  
Enpro Distributing**

Contact: Randy Shackelford, P. E.; (800) 777-5099/ext. 3029#; fax: (972) 548-0924; email: rshackelford@strongtie.com; website: www.wellconnectedhouse.com or www.strongtie.com

## **ENPRO DISTRIBUTING**

Enpro was started in 1981 to provide local distribution of Madico Window Films to independent dealers throughout Texas and Louisiana. Today, we are Madico's largest distributor and sell their products in eleven states. Enpro added 3M window films in 1999 and Huper Optik window films in 2000 for distribution. During 2000, we helped to develop a new hurricane protection product with Hendee Enterprises called "Force 12 Protection." Enpro was rewarded with a contract to develop the national marketing of this product.

This year, Enpro has completed two special programs for Project Impact. At the Ebenezer Child Development Center in Austin, 800 sq. ft. of free safety film was installed on their facilities. In Pasadena, the Bridge Child Care Center was provided 450 sq. ft. of free safety glass. Enpro manager, David Wood, sits on the HGAC Project Impact committee in Houston, and Enpro's Dulio Gonzales is active in the Austin Project Impact program. Other recipients of free window safety film include child care centers in Kansas, Oklahoma, Texas, Missouri, and Colorado, all of which are Project Impact communities.

A leader in the industry through its involvement in the International Window Film Association where Enpro was a founding member, Enpro is now the most recognized private distribution company in the business.

Contact: Kent LeMonte, Vice President; (800) 443-6776; fax: (713)932-1151; email: krlmonte@enprodistributing.com; website: www.enprodistributing.com; Also contact David Wood at the same phone number, or Patrick Keeley at the Dallas office: (972) 988-6648

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## **TEXAS TECH WIND ENGINEERING RESEARCH CENTER**

The disaster mitigation program at Texas Tech began with a disaster—the Lubbock Tornado of 1970. Through the past 30 years, the major thrust has been to determine the characteristics of extreme winds—tornadoes and hurricanes—and then to protect people and reduce building damage from extreme winds. The Center has become a broad-based and diversified with special strengths in engineering, atmospheric sciences, and economics.

We serve society at large by producing graduates capable of assessing hazard risks and designing appropriately for those risks; conducting in-depth research on winds and their effects; making research, expertise and experience available through publications, workshops, seminars, consultations, and web pages.

Project Impact involvement includes workshops/seminars, consulting with designers and builders, hazard assessments, post-storm documentation; serving on Steering Committees, public information videos and involvement with the formation and infrastructure development of the National Storm Shelter Association (NSSA) whose primary goal is to safeguard quality in the storm shelter industry. Tulsa, OK, Lubbock, TX, Arkadelphia, AR, Johnson County, Kansas, Hobbs, New Mexico, Wichita/Sedgwick County, Kansas, Dallas/Ft. Worth, Louisiana, Kentucky, Owensboro, Indiana and Xenia, Ohio have been the recipients of the above efforts.

Contact: Dr. Ernst Kiesling, Professor and Engineer; (806) 742-3476, ext. 335; fax: (806) 742-3446; email: ernst.kiesling@wind.ttu.edu; website: www.wind.ttu.edu

## **AEGIS INNOVATIVE SOLUTIONS**

Aegis was created with the purpose of providing communities with a wide range of Flood

flood



**Dr. Ernst Kiesling**  
Texas Tech University  
Wind Engineering  
Research Center



**Mark Howard**  
Program Director  
Aegis Innovative  
Solutions



**Martin Malloy**  
President  
Halff Associates

Mitigation and Disaster Management services. Aegis intends to help shield communities from the devastating effects of both natural and technological disasters.

Aegis brings a unique blend of technical, regulatory, hazard mitigation planning and project management experience to communities desiring to reduce losses from natural disasters. The Aegis staff has excelled in the development and implementation of hazard mitigation projects for many communities that have experienced major disasters. Specialties include FEMA Grant Applications and Administration, Buyouts, Elevations, and Floodproofing Programs, Hazard Mitigation Plans, GIS Databases and Mapping, Project Impact Grant Implementation; Risk/Vulnerability Assessment, Community Rating System Applications and Assistance, and others.

Aegis has worked with the Project Impact Communities of Pascagoula, MS, Arlington, TX, Mandeville, LA, Ouachita Parish, LA, and Calcasieu Parish, LA. Their experience with these communities include developing Scopes of Work, conducting Workshops and Signing Ceremonies, serving as Community Coordinators, forming and leading Steering Committees, preparing Mitigation Ordinances, conducting Public Education Programs and other important grant management tasks.

Contact: Mark Howard, Managing Director; (225) 766-2760; fax: (225) 766-2763; email: mhoward@aegisusa.com; website: www.aegisusa.com

## **HALFF ASSOCIATES**

Founded in Dallas in 1950 by Albert H. Halff, Halff Associates has become an award winning, progressive, employee-owned engineering firm that provides ethical, economical, and creative engineering and design systems to improve natural and human-built environments.

From our corporate headquarters in Dallas to our offices in Houston, Fort Worth, and McAllen, Texas,

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*We Can't Prevent the Weather...*



*But, We Can Prevent the Damage!*

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Halff Associates' staff of engineers, architects, and scientists offers premium engineering and architectural services throughout Texas, the United States, Mexico, Central America, the Caribbean, and the world.

Halff Associates' seasoned, professional staff come together to solve problems and create spaces that improve the quality of life of our clients and their projects.

Halff services include building services, construction management, environmental engineering and science, infrastructure and site development, planning and landscape architecture, public works, surveying and mapping, transportation engineering, visual technologies, and water resources.

Contact: Diane Calhoun, C. F. M., Floodplain Management/Flood Insurance Specialist; (817) 847-1422; fax: (817) 232-9784; email: dcalhoun@halff.com; website: www.halff.com

### **PARAMOUNT PREPAREDNESS**

Paramount, a division of Paramount Beverage, Inc. located in Salt Lake City, Utah, manufactures 72-hour survival kits. The kits are the most comprehensive on the market. Every person and every family needs a kit of this type to prepare them for any emergency. In the case of hurricanes, a family can grab their kits, as they are in handy carry totes, and leave their home when advised. They will have all their water, food and other items conveniently available. Available kits include Two-Person Deluxe, One-Person Comprehensive, One-Person Basic, and One-Person Add-on. The kits are reduced 50% to all Project Impact participants.

Each kit contains Paramount's Purified Water Pouches that have a five-year shelf life. They can be frozen and used for ice in coolers and then consumed when thawed and are convenient for bikers, hikers, and campers.

The Bottoms-UP Water Filter Bottles have the only patented filter of kits found anywhere. Each bottle is good for up to 200 gallons. You can virtually drink from any water source without fear of becoming sick.



**Jill Grozev  
Executive Director  
Denton Habitat for  
Humanity**

**NEVER DOUBT THAT A  
SMALL GROUP OF  
THOUGHTFUL, COM-  
MITTED CITIZENS CAN  
CHANGE THE  
WORLD...**

**INDEED, IT IS THE ONLY  
THING THAT EVER  
HAS."**

**Margaret Mead**

Paramount is already a Regional Partner with FEMA Region VIII located in Denver, Colorado.

Contact: Scott Reynolds, Vice-President of Marketing; (888) 987-5665; fax: (801)262-0585

### **HABITAT FOR HUMANITY—MIDDLE STATES**

Habitat for Humanity is a nonprofit, non-denominational Christian housing organization.

The ultimate goal of Habitat is to eliminate poverty housing and homelessness from the face of the earth by building basic but adequate housing. All its words and actions are for the purpose of putting shelter on the hearts and minds of people in such a way that poverty housing and homelessness become socially, religiously, and politically unacceptable in our world. With more than 2,000 affiliates in 76 countries, Habitat has built more than 110,000 houses and helped more than 500,000 people move into simple, decent housing (*Habitat World*, June/July 2001).

Habitat—Middle States include Arkansas, Kansas, Louisiana, Mississippi, Missouri, Nebraska, Oklahoma, and Texas. The Middle States office is located in Waco, Texas. Habitat Middle States strives to provide simple, decent and SAFE housing for those in need. They are currently evaluating plans to include safe rooms in Habitat homes. More on that later...

Call: Philip Bridgewater, Affiliate Support Manager, Habitat—Middle States; (800) 274-8177; fax: (254) 756-3314; email: pbridge-water@hfhi.org; website: www.habitat.org

### **Have a Question? CALL THE REGION VI PROJECT IMPACT STAFF!**

|   |                     |
|---|---------------------|
| <b>Kent Baxter, Coordinator</b>                   | <b>940/898-5330</b> |
| <b>Shari Brand, Specialist</b>                    | <b>940/898-5358</b> |
| <b>Greg Solovey, Community Point of Contact</b>   | <b>940/898-5143</b> |
| <b>Mark Price, Community Point of Contact</b>     | <b>940/898-5359</b> |
| <b>Linda Delamare, Community Point of Contact</b> | <b>940/898-5279</b> |
| <b>David Passey, Community Point of Contact</b>   | <b>940/898-5287</b> |
| <b>Marilyn Boots, Community Point of Contact</b>  | <b>940/898-5122</b> |
| <b>Wayne Rickard, Community Point of Contact</b>  | <b>940/898-5454</b> |
| <b>Chuck Gregg, Community Point of Contact</b>    | <b>940/898-5136</b> |
| <b>Lonnie Ward, Community Point of Contact</b>    | <b>940/898-5334</b> |